



Re the Application of:

JONATHON LOWTHERT E, ET AL.

Application No.: 09/766,126

Filed: January 19, 2001

For: **CONTENT WITH ADVERTISEMENT**

INFORMATION SEGMENT

Art Group: unknown

Examiner: unknown

INFORMATION DISCLOSURE STATEMENT UNDER 37 C.F.R. §1.97

Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

In accordance with the duty of disclosure, enclosed is a copy of IDS Citation Form PTO/SB/08 or PTO-1449, together with copies of the documents cited on that form, except for copies not required to be submitted (e.g., copies of U.S. patents and U.S. published patent applications need not be enclosed). This IDS and IDS Citation Form are being submitted before the mailing of a first Office Action. It is respectfully requested that the cited references be considered and that the enclosed copy of PTO/SB/08 be initialed by the Examiner to indicate such consideration and a copy thereof returned to applicant(s).

The submission of this Information Disclosure Statement is not to be construed as a representation that a search has been made in the subject application and is not to be construed as an admission that the information cited in this statement is material to patentability.

Please charge any fees due to Deposit Account 02-2666. A duplicate copy of the Fee Transmittal (PTO/SB/17) is enclosed for this purpose.

Respectfully submitted,

BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP

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Date: February 07, 2005

I hereby certify that this correspondence is being deposited with the United States Postal Service on the date shown below with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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Substitute for form 1449A/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(use as many sheets as necessary)

Sheet 1 of 1

Complete if Known				
	Complete if Known			
Application Number	09/766,126			
Filing Date	January 19, 2001			
First Named Inventor	Jonathon Lowthert E			
Art Unit	unknown			
Examiner Name	unknown			
Attorney Docket Number	4239010894			

	U.S. PATENT DOCUMENTS					
Examiner Initials*	Cite No.1	Document Number Number - Kind Code² (if known)	Publication Date or Issue Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	
	1	US-2002-0078443A1	06-20-2002	GADKARI		
	2	US-2002-0100043A1	07-25-2002	LOWTHERT, et al		
	3	US-2002-0100062A1	07-25-2001	LOWTHERT, et al		
	4	US-6,698,020	02-24-2004	ZIGMOND		
	5	US-2004-0168189	08-26-2004	REYNOLDS		
	6	US-2004-0015986	01-22-2004	CARVER, et al		
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FOREIGN PATENT DOCUMENTS							
Examiner Initials*	Cito	Foreign Patent Document			Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear		
	No.'	Country Code - Number - Kind Code (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document			
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Examiner	Date	
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*Examiner: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication.

'Applicant's unique citation designation number (optional). See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). For Japanese patent documents, the indication of the year of reign of the Emperor must precede the serial number of the patent document. Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible applicant is to place a check mark here if English language Translation is attached.

Based on PTO/SB/08A (08-03) as modified by Blakely, Solokoff, Taylor & Zafman (wlr) 08/11/2003.